

NEW IN Q4

# TARGETED APPROACH OF MARKET-RELEVANT PERSONA



Each persona we create incorporates socio-demographic characteristics, such as age, gender and household net income, as well as behavioral characteristics, attitudes and interests.

In order to be able to map these in the best possible way, market research data was evaluated in advance and structural analyses were carried out. The insights gained from this were then translated into market-relevant target groups using our data management platform.

In the last step, the persona is modeled and profiled using state-of-the-art machine learning algorithms based on our first-party data.

**Sizes:** freely selectable

**Availability:** Run On Portfolio (IO or programmatic)

Gross CPM: 20€<sup>3</sup> Surcharge on your volume booking

<sup>1</sup> Persona is the ideal typical representative of a target group

<sup>2</sup> the following personas can currently be booked: Young Performer, Decision Maker, LOHAS, Students, Fitness Foodies, Generation Z, Young Family, Best Ager, Travel Lover

<sup>3</sup> discountable



# LOHAS

## LIFESTYLE OF HEALTH AND SUSTAINABILITY



**Mathilda**

age: 30 years  
residence: city  
professional status: educator  
income: 2.000 – 3.000 €  
sinus milieu: liberal intellectual & hedonistic

### ABOUT ME

In her spare time, Mathilda informs herself extensively about the topics of environmental protection, climate change and sustainability. She goes to work by bicycle. Only in rare cases does she resort to car sharing, but appreciates the possibility very much.

### INTERESTS

Mathilda likes to cook vegetarian food with her friends in her free time. When she wants to relax, she listens to music – from pop to electro. She likes to spend the weekend at flea markets or in her small urban garden. She likes to be in nature, riding a bike and go climbing.

### ATTITUDE

Cosmopolitanism and principles of sustainability characterize Mathilda's lifestyle. Animal welfare, social responsibility, as well as ethical and moral aspects are very important to her when making purchasing decisions. For her it is of great importance to eat organic food, as well as to buy fairly produced and sustainable fashion, which she usually buys in second-hand shops.

### SKILLS

composure



experimentation



environmental awareness



healthy nutrition



### PERSONA LOHAS<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable



# YOUNG FAMILY



## ABOUT ME

Klaudia is passionate about her family. She is mother of a young daughter. She loves her job, but is always looking forward to spending time with her family. Therefore, she recently moved with her husband and daughter to a small house in a quiet small town.

## INTERESTS

In her free time, Klaudia enjoys doing yoga and attending dance classes. In addition, she loves going on family vacations, spending time with her daughter on the playground and organizing game nights with friends. She likes to cook and bake for her life and has recently been accompanying this on her own food blog.

## ATTITUDE

Klaudia tries to buy things as sustainably and consciously as possible. On weekends, she is therefore often at clothes exchange parties or at flea markets. When making purchasing decisions, both the price and the quality of the products are particularly important to her.

## SKILLS

work-Fun Balance



empathy



enthusiasm



closeness to nature



### PERSONA Young Family<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

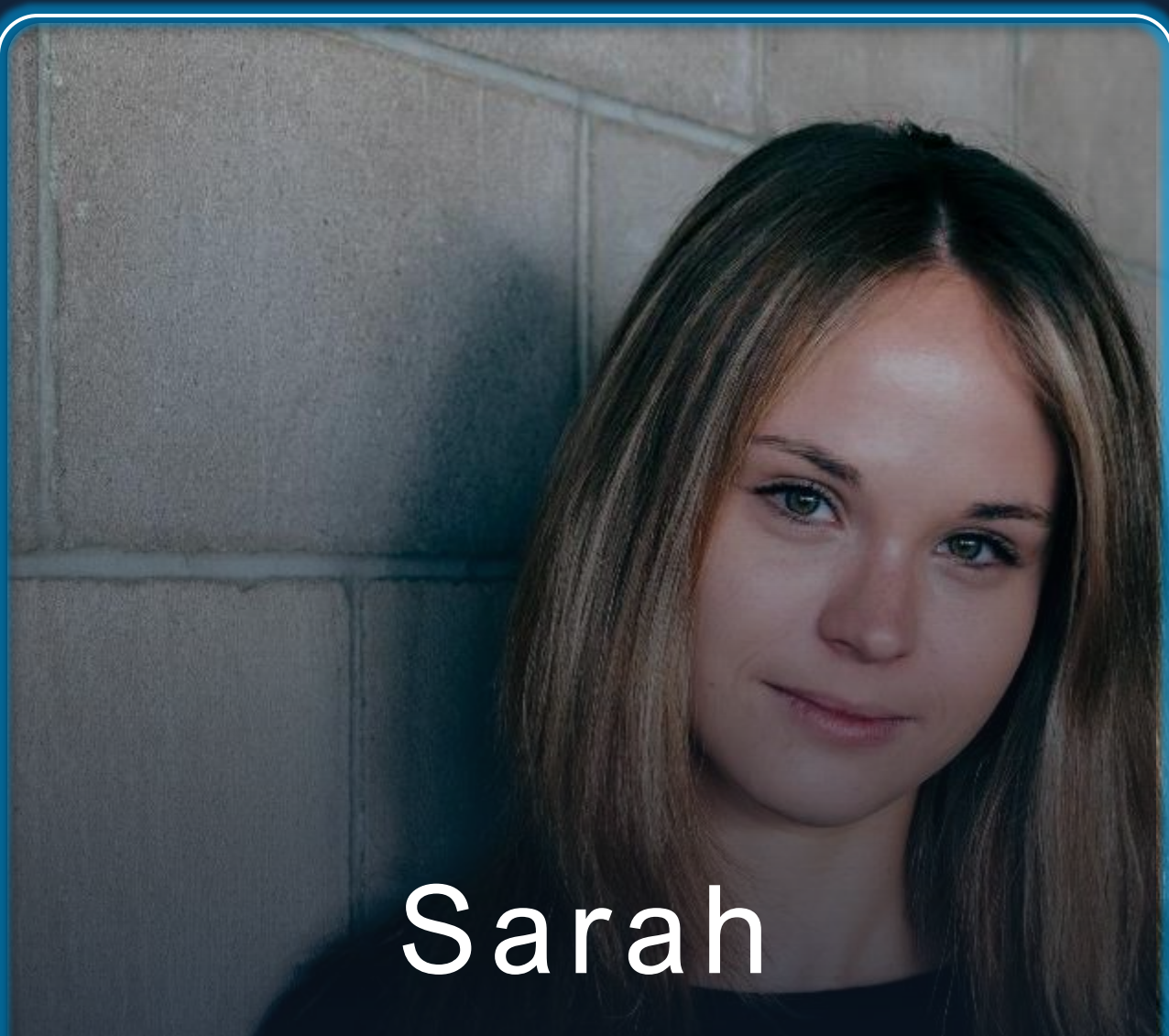
Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable

# FITNESS FOODIES



**Sarah**

age: 28 years  
residence: city  
professional status: teacher of biology & sports  
income: 1.500 – 2.500 €  
sinus milieu: hedonistic & performer

## ABOUT ME

Sarah's passion is fitness and food. In order to always be up to date, she informs herself about the latest trends in the industry through food blogs and on social media.

## INTERESTS

In her free time, Sarah enjoys sports: from relaxed jogging, gym classes to bouldering or cycling. She also looks for adventure when traveling and likes to go camping, climbing or diving. She likes to be at festivals, but also likes a break on a wellness holiday. After work, Sarah likes to invite her friends to cook.

## ATTITUDE

Sarah's sustainable thinking means that she attaches great importance to a healthy lifestyle. When shopping, she pays great attention to the ingredients and quality of the products.

## SKILLS

healthy cooking and baking



openness



discipline



sporting ace



### PERSONA FITNESS FOODIES<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

Gross CPM: 20€<sup>2</sup>

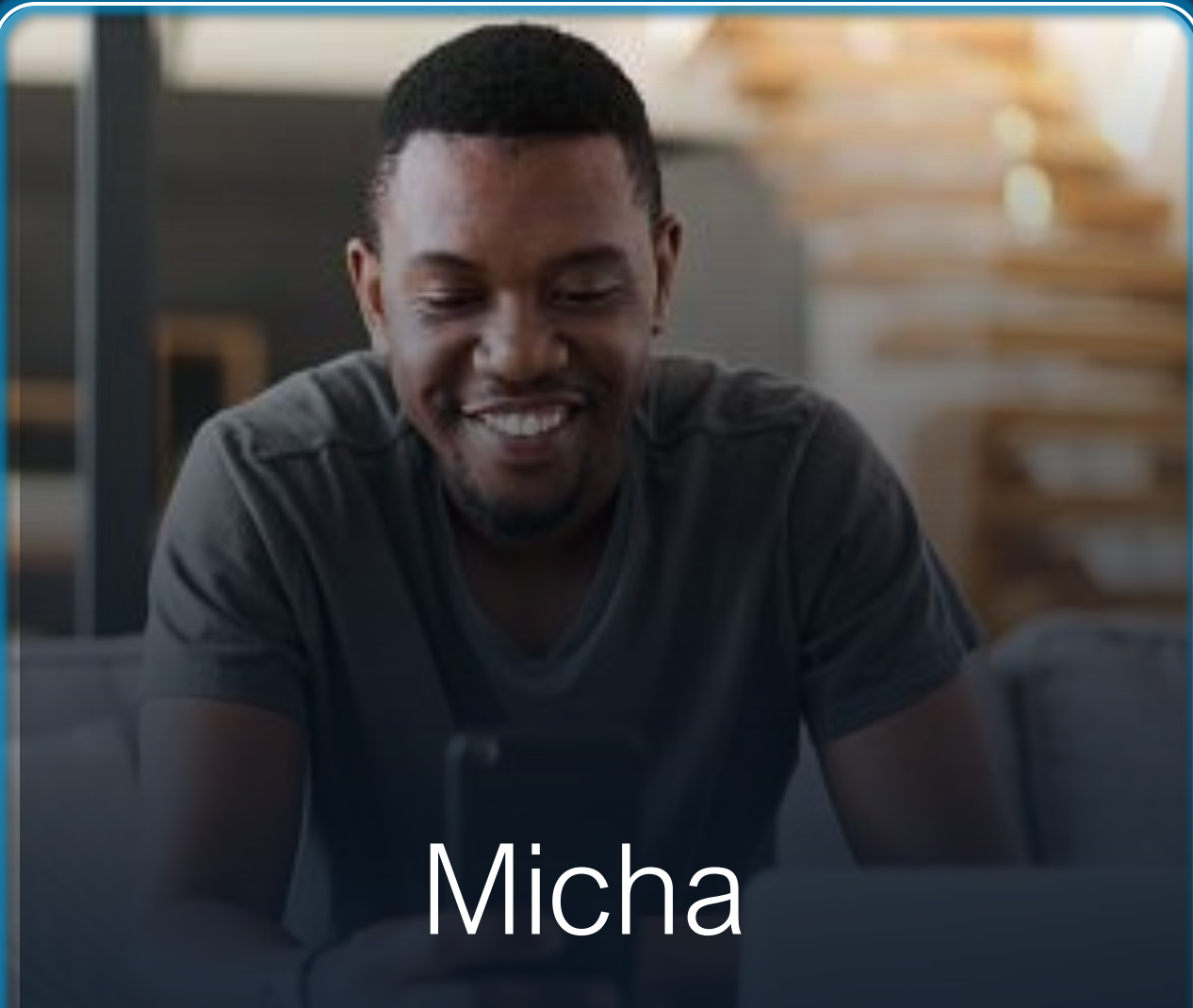
Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable



# YOUNG PERFORMER



**Micha**

age: 25 years  
residence: city  
professional status: founder  
income: 2.500 – 3.500 €  
sinus milieu: hedonistic & worker

## ABOUT ME

Micha's ultimate goal is to always give your best and work towards reaching your goals. Parallel to his studies, he therefore already founded a start-up, which is now growing steadily. Micha likes to work for his life, but also appreciates the free time on weekends and the sport as a balance.

## INTERESTS

Micha's interests are very diverse: he is interested in the latest tech trends as well as in political topics, training opportunities and digital transformation. In order to enable himself an independent financial future, he screens the financial markets after work and invests in Kypro and ETF funds.

## ATTITUDE

Tolerance, open-mindedness and empathy are very important to Micha. He appreciates good conversations and shared values with his friends. Micha is not an impulse buyer. He likes to compare products and consider innovation and sustainability in his purchasing decisions.

## SKILLS

open-mindedness



tech nerd



sustainable thinking



forward-looking



### PERSONA YOUNG PERFORMER<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

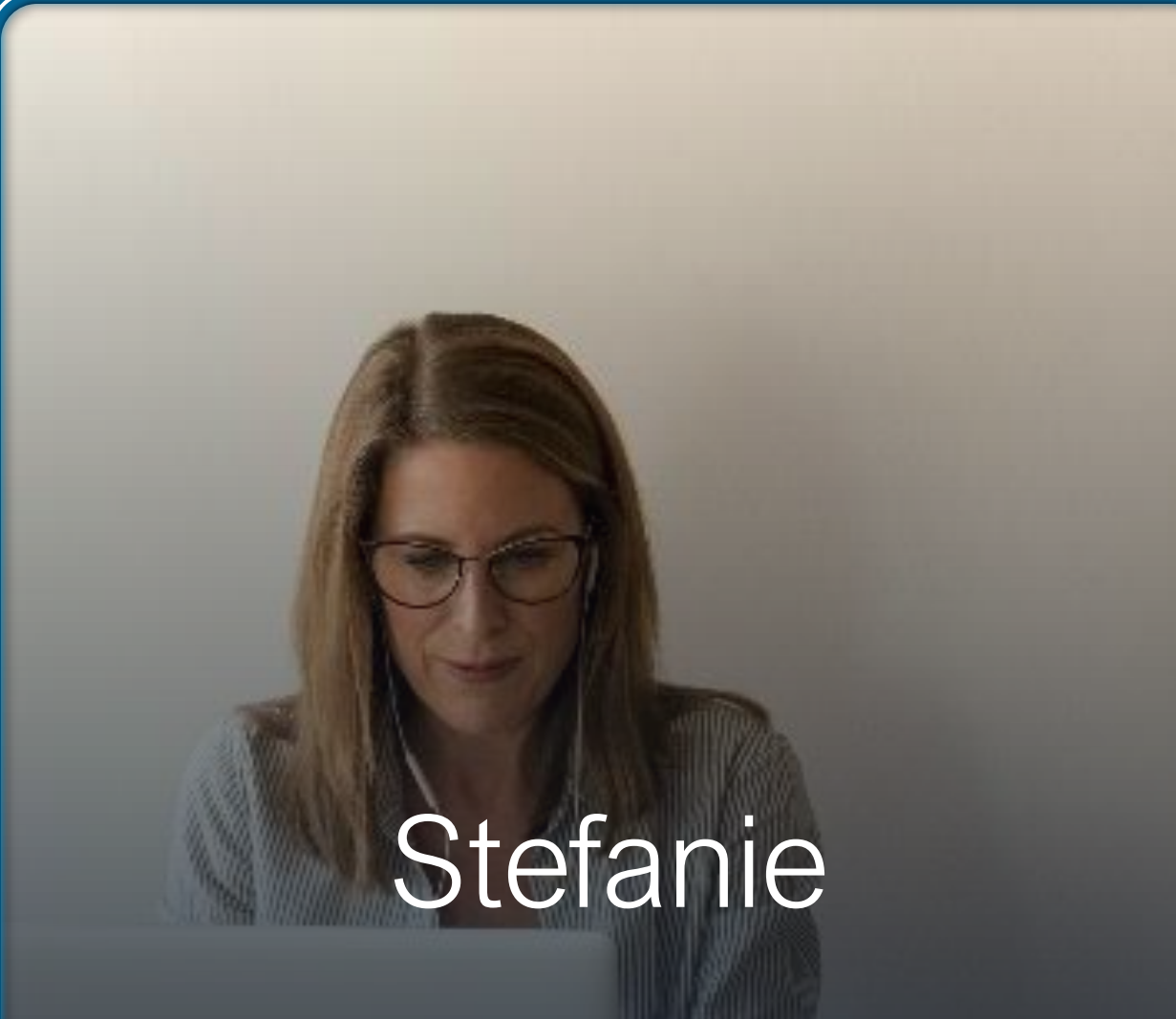
Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable

# DECISION MAKER



**Stefanie**

age: 42 years  
residence: city  
professional status: finance manager  
income: 4.000 € +  
sinus milieu: liberal intellectual & promotion-oriented

## ABOUT ME

Stefanie's life is very dynamic – she works in a management position and is responsible for important decisions every day. In addition, Stefanie is a family man, is married and has two children.

## INTERESTS

Stefanie prefers to spend her free time with her family – preferably on holiday. In addition to work, Stefanie likes to listen to music on the radio to relax. She also enjoys doing sports, whether at home or in the gym.

## ATTITUDE

Stefanie is aware of her job position and the associated income, so she favors premium products and upscale services and likes to get expert opinions when making purchasing decisions.

## SKILLS

open-mindedness



rhetoric & communication



self-determination



leadership



### PERSONA DECISION MAKER<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup>Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup>discountable



# GENERATION Z



**ELIAS**

age: 18 years  
residence: city  
professional status: pupil  
income: financed by parents  
sinus milieu: postmodern & hedonistic

## ABOUT ME

For Elias, a world without a smartphone and social media is unimaginable. He loves the streaming subscription offers of various platforms and likes to gamble for his life. Social interaction with his friends is particularly important to Elias, which is why he spends every possible minute with them – online or offline.

## INTERESTS

Elias is ambitious and likes to try out new sports, from table tennis to bouldering. To switch off, he watches series or funny YouTube videos. He likes to go to sporting events, to the cinema or to bars & clubs.

## ATTITUDE

When making purchasing decisions, Elias is inspired by stars and influencers, but he also pays great attention to individuality and to being able to achieve fulfilment through his fashion.

## SKILLS

tolerance



individuality



thirst for knowledge



trendsetter



### PERSONA GENERATION Z<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

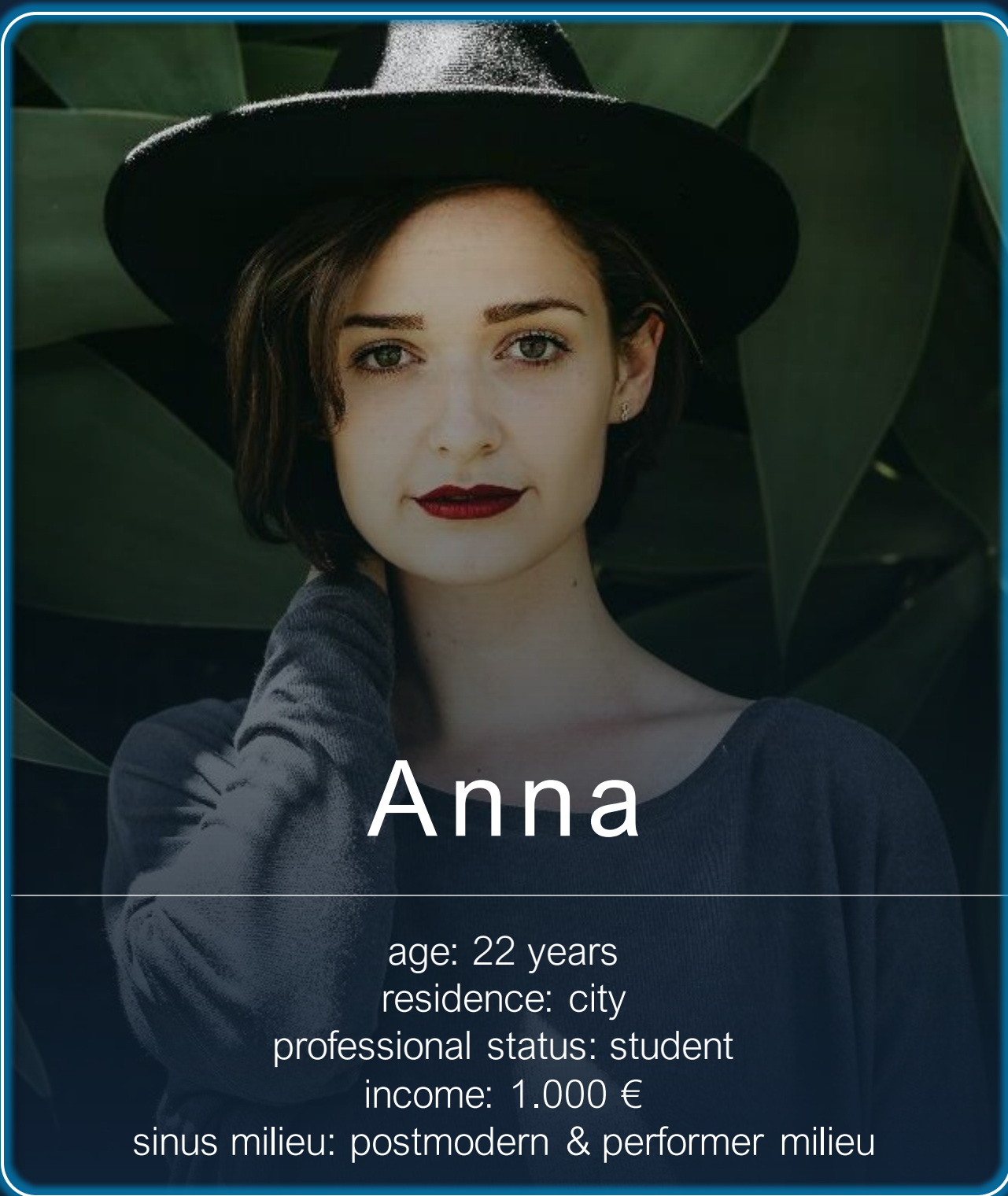
Gross CPM: 20€<sup>2</sup> surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable



# STUDENTS



**Anna**

age: 22 years  
residence: city  
professional status: student  
income: 1.000 €  
sinus milieu: postmodern & performer milieu

## ABOUT ME

Anna is studying communication science in a big city. She is a very dedicated and ambitious person. When she's not browsing through lecture notes, Anna likes to go out: meet her fellow students in bars and go to concerts.

## INTERESTS

Anna enjoys reading books and hanging out with friends to cook. In her spare time, she browses blogs about the latest fashion trends and beauty products. A short break or city trip gives Anna a break from her everyday life.

## ATTITUDE

Self-realization and independence are the most important things for Anna. She strives for a good education. At the university, however, she also appreciates the fun, her social contacts and a fair dealing with one another. When making purchasing decisions, she weighs up price-performance and increasingly focuses on sustainable and fair products.

## SKILLS

self-realization



accuracy



bookworm



analysis & reflection



### PERSONA STUDENTS<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

Gross CPM: 20€<sup>2</sup>

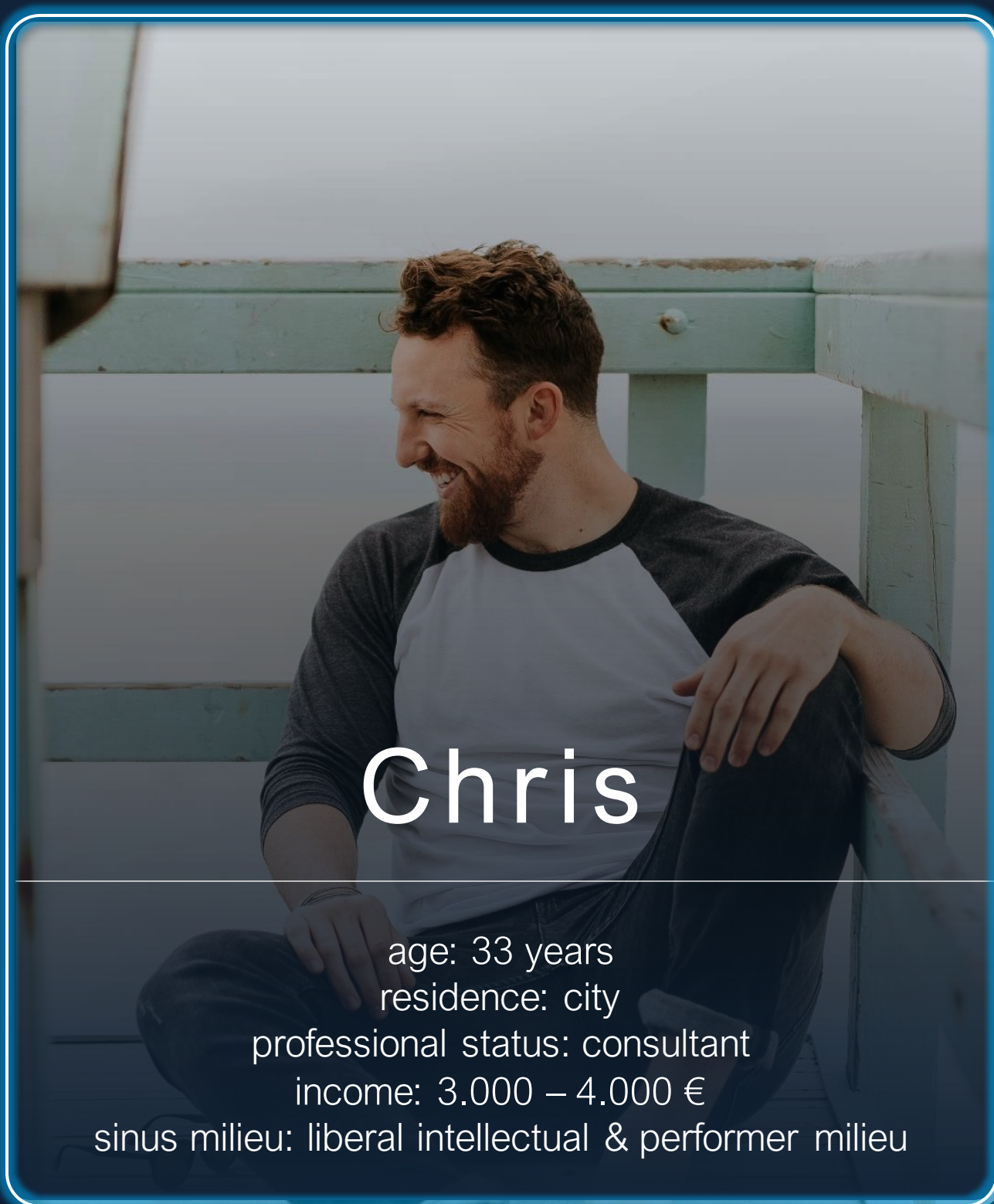
Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable



# TRAVELLOVER



## ABOUT ME

Chris' greatest passion is travelling: whether backpacking in Asia, a relaxing holiday in the mountains or by the sea or a short trip to a European city. Thanks to his good job position, Chris can always treat himself to a break in a distant country.

## INTERESTS

When Chris is not working, he likes to spend his free time in nature. He likes to educate himself about the history and cuisine of other cultures by reading books and experimenting with new cooking recipes. Another passion of Chris is photography, which is why his camera accompanies him everywhere.

## ATTITUDE

Chris is very outgoing, loves the discovery of the new and appreciates the possibility of self-development. He is aware of the responsibility towards society and the environment. Since he likes to work a lot, he has the freedom to always buy the latest travel equipment or new technology gadgets.

## SKILLS

autonomy



cosmopolitanism



organisational talent



thirst for adventure



### PERSONA TRAVEL LOVER<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

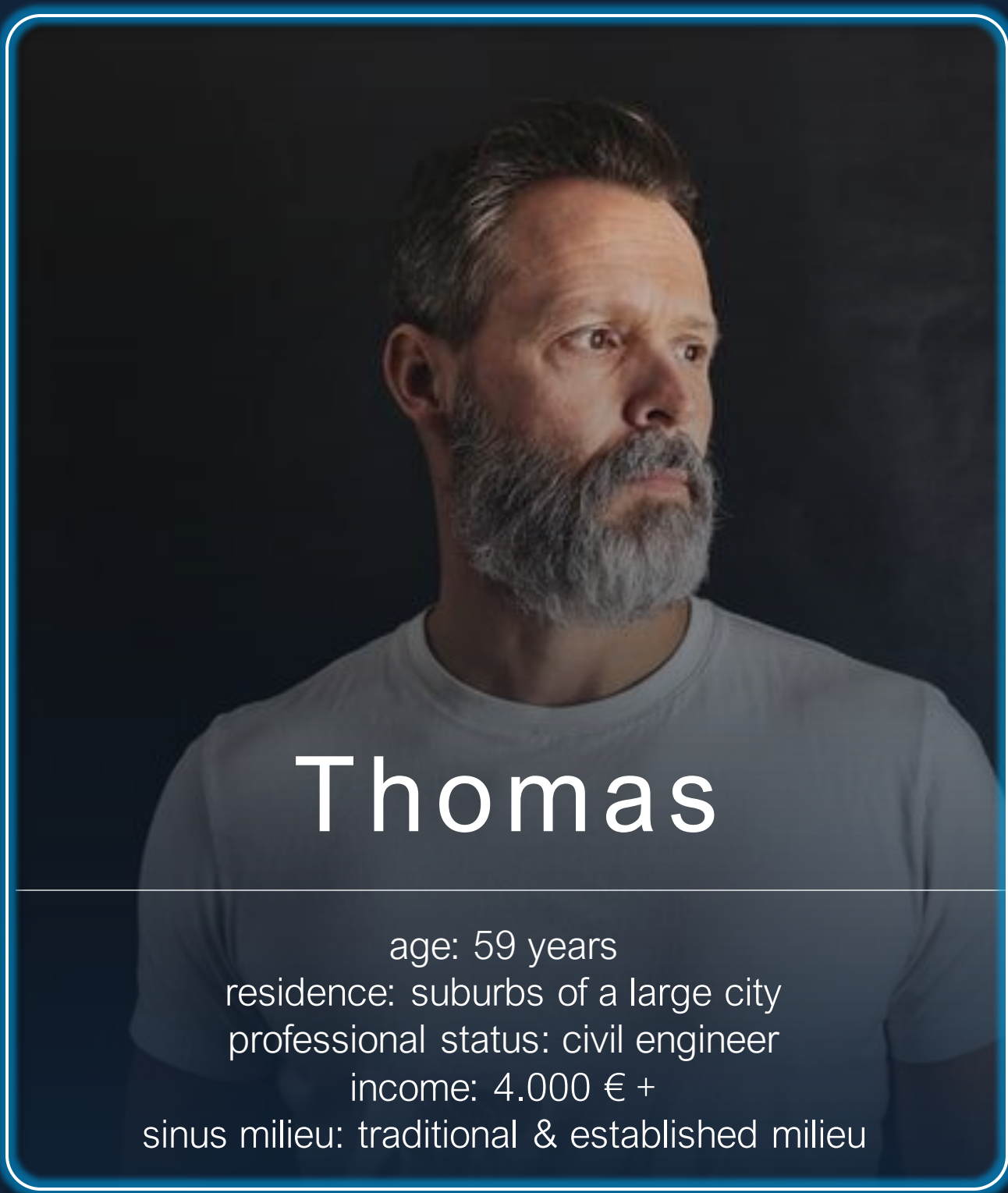
Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable

# BEST AGER



**Thomas**

age: 59 years  
residence: suburbs of a large city  
professional status: civil engineer  
income: 4.000 € +  
sinus milieu: traditional & established milieu

## ABOUT ME

After his children have moved out, Thomas lives with his wife in a small house on the outskirts of the city. After many years of work, he was able to save some money, so that he now works less and can enjoy life to the fullest.

## INTERESTS

In addition to things that Thomas has always liked to do, such as cycling in the mountains, playing badminton and board game evenings with friends, he is just discovering new hobbies. Together with his wife, he now likes to travel to new countries, beautify his home and attend cooking classes.

## ATTITUDE

Thomas attaches great importance to quality, which may also have its price, which is why he usually falls back on well-known brands. In order to stay up to date, however, he now also orders new technology on the Internet more often – especially smart home products have done it to him here.

## SKILLS

physical & mental fitness



wealth of experience



handymen & craftsmen



focus on quality



### PERSONA BEST AGER<sup>1</sup>

Sizes: freely selectable

Inventory: Run On Portfolio

Gross CPM: 20€<sup>2</sup>

Surcharge on your volume booking

<sup>1</sup> Persona based on structural analysis of the b4p market research data, as well as subsequent algorithmic modeling of our first party data in the data management platform

<sup>2</sup> discountable